

FINISHING & COATING

Electroplate • Anodize • Ecoat • Liquid Coat • Powder Coat

FinishingAndCoating.com

The No. 1 Publication for Daily, Weekly, and Monthly News in Finishing



2025 Advertising Information

More Readers More Feature Articles More Industry News More Videos & Podcasts Need We Say Anything More?

| Month | Unique Visitors | Total Visits | Article Views |
|----------------|-----------------|----------------|----------------|
| July 2024 | 33,668 | 162,707 | 256,070 |
| Aug 2024 | 34,697 | 163,917 | 311,565 |
| Sept 2024 | 33,071 | 171,744 | 270,418 |
| Oct 2024 | 36,565 | 198,761 | 274,825 |
| Nov 2024 | 26,651 | 177,105 | 394,268 |
| Dec 2024 | 22,857 | 177,249 | 326,648 |
| Jan 2025 | 34,699 | 202,813 | 354,850 |
| Feb 2025 | 29,756 | 213,678 | 373,542 |
| Mar 2025 | 37,646 | 230,216 | 312,700 |
| Apr 2025 | 32,858 | 226,355 | 400,211 |
| May 2025 | 40,847 | 249,222 | 750,214 |
| June 2025 | 40,678 | 242,325 | 422,782 |
| Average | 33,665 | 201,341 | 370,674 |

Over the past year, FinishingAndCoating.com averaged:

- **33,665** Unique Readers Each Month
- **201,341** Total Visits Each Month from Readers
- **370,674** Total Page Views Each Month

Readers come back daily and weekly to read new content:

- Readers return **6x** each month, or at least **1x** per week
- An average of **201,341** visits by readers each month

Reach our readers Every Day, Week, and Month:

- **6,711** Daily Visits
- **44,742** Weekly Visits
- **201,341** Monthly Visits
- **2,416,092** Yearly Visits

Our News Cycle is

- Every Day
- Every Week
- Every Month

More News = More Readers

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FinishingAndCoating.com

Ads on All 3 Platforms

- Ads on FinishingAndCoating Site Every Day
- Ads in Newsletter Every Other Week
- Ads in Monthly Digital Magazine

Newsletter ads: run every other week



Site ads run
every day each
month

Magazine ads



- Reach 6,700+ readers every day on our site
- Reach 5,500+ readers per week in the newsletter
- Reach 33,600+ readers every month in site visits

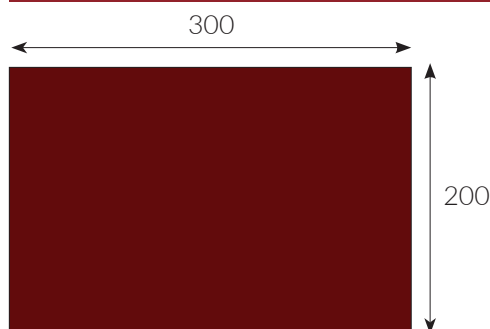
PLUS: Each display Ad in the Monthly Digital Magazine runs at least 2x each issue for added exposure ... sometimes 3, and even 4

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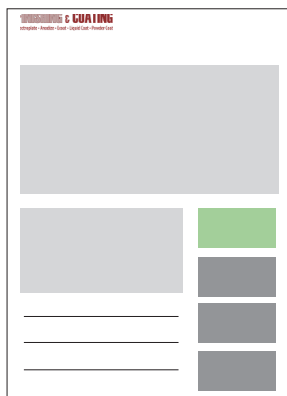
FinishingAndCoating.com

300x200 Banner – Full-Page Monthly Advertising



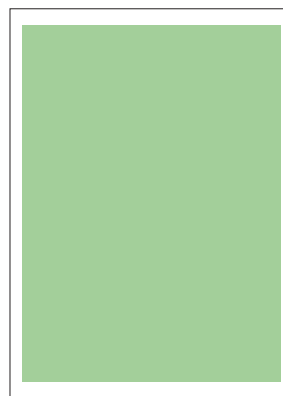
Includes 300x200 Ads on Home Page and in Zones (i.e. Plating, Powder)

Website



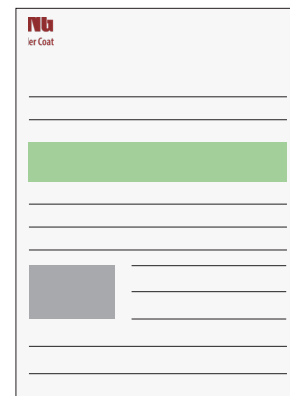
Includes 30 Days of Online Ads Each Month

Full-Page Magazine



Includes 2 Full-Page Ads Per Issue

Weekly Newsletter

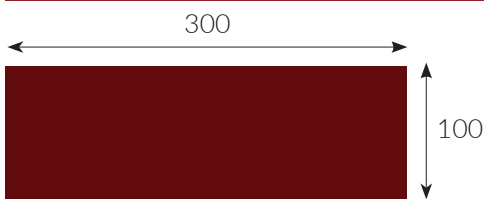


Includes 2 Newsletter Ads Each Month

- 300x200 Web Ads on Home Page All Month
- 300x200 Web Ads on Zones (i.e. Plating, Powder)
- Newsletter Ads (2x per month)
- Full-Page Magazine Digital Edition (2x per edition)
- Enhanced Supplier Listing online
- Expanded Product Article each month (provided)
- Technical and Feature Articles (provided)

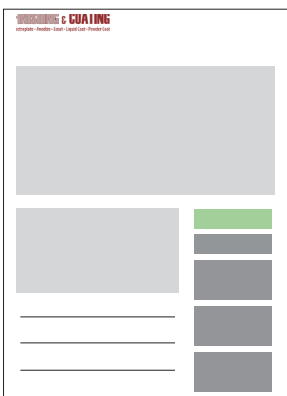
| 12 Consecutive Months | 6 Consecutive Months | 3 Consecutive Months |
|-----------------------|----------------------|----------------------|
| \$805 / month | \$905 / month | \$1105 / month |

300x100 Banner – Half-Page Monthly Advertising



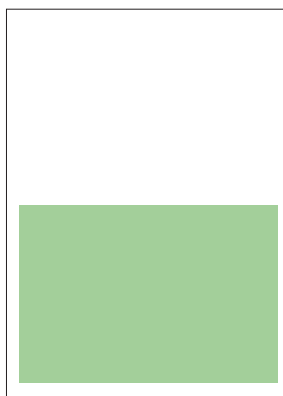
Includes 300x100 Ads on Home Page and in Zones (i.e. Plating, Powder)

Website



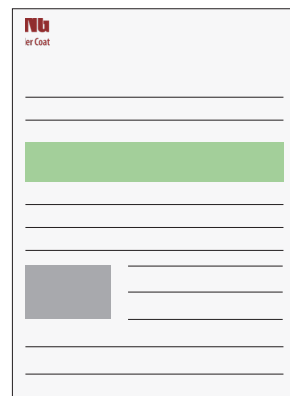
Includes 30 Days of Online Ads Each Month

Full-Page Magazine



Includes 2 Half-Page Ads Per Issue

Weekly Newsletter



Includes 2 Newsletter Ads Each Month

- 300x100 Web Ads on Home Page All Month
- 300x100 Web Ads on Zones (i.e. Plating, Powder)
- Newsletter Ads (2x per month)
- Half-Page Magazine Digital Edition (2x per edition)
- Enhanced Supplier Listing online
- Expanded Product Article each month (provided)
- Technical and Feature Articles (provided)

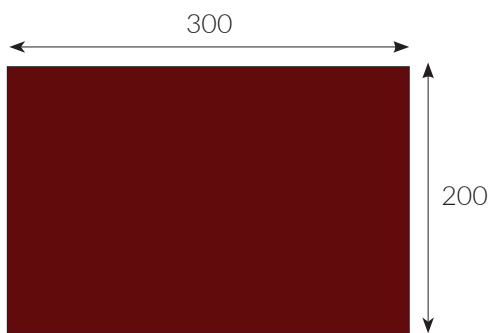
| 12 Consecutive Months | 6 Consecutive Months | 3 Consecutive Months |
|-----------------------|----------------------|----------------------|
| \$635 / month | \$720 / month | \$790 / month |

Rates are in U.S. Currency. Ads are billed each month. Advertiser shall pay any banking fees (wire transfer, credit card, etc.)

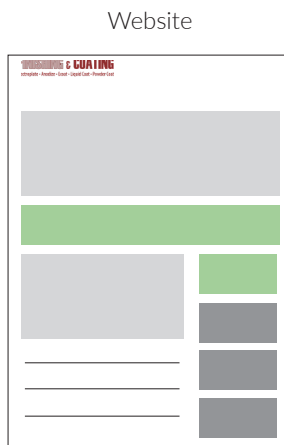
728x90 Banner – Full Page Monthly Advertising

These advertising spots are extremely limited in supply

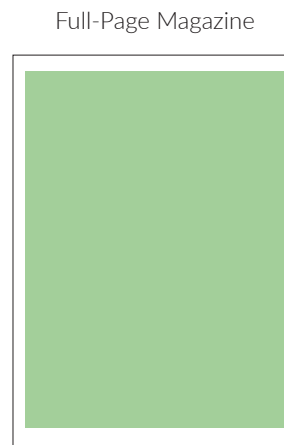
Package includes a 728x90 banner ad on the home page, plus a 300x200 ad on each page



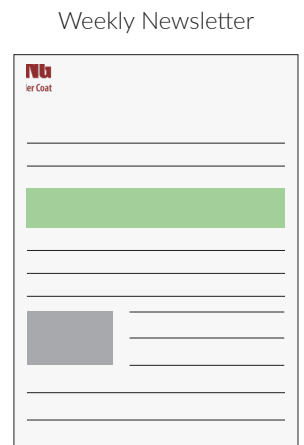
Includes 300x200 Web Ads on Zones
(i.e. Plating, Powder, Anodizing)



Includes 30 Days of Online
Ads Each Month



Includes 2 Full-Page Ads
Per Issue



Includes 2 Newsletter Ads
Each Month

- 728x90 Web Ads on Home Page All Month
- 300x200 Web Ads on Zones (i.e. Plating, Powder)
- Newsletter Ads (4x per month in all issues)
- Full-Page Magazine Digital Edition (2x per edition)
- Enhanced Supplier Listing online
- Expanded Product Article each month (provided)
- Technical and Feature Articles (provided)

| 12 Consecutive Months | 6 Consecutive Months | 3 Consecutive Months |
|-----------------------|----------------------|----------------------|
| \$980 / month | \$1100 / month | \$1230 / month |

Rates are in U.S. Currency. Ads are billed each month. Advertiser shall pay any banking fees (wire transfer, credit card, etc.)

FinishingAndCoating.com is the leading digital media platform that helps your business maximize its exposure in the North American finishing and coating marketplace. A marketing plan that includes our brands will help your business build brand and product awareness.

The FinishingAndCoating.com Platform

- An Online Site that attracts 33,650+ unique readers every month and over 201,000+ monthly visitors
- Weekly Newsletter that reaches over 5,600+ industry professionals
- Monthly All-Digital Magazine that is read by over 20,000+ shops, facilities, and industry professionals

21,000+ Unique Readers, and 2.2 Million Unique Visits Annually

- 86% of our readers hold senior-level or management titles.
- 92% of readers have purchasing influence in one or more categories at their companies.
- 77% of readers say they could be potential buyers for your products and services in 2025.
- 81% of readers say that what they read about in FinishingAndCoating.com helps make their purchasing decisions.

FinishingAndCoating.Com Has a Highly-Engaged Reader Audience

- 86% of readers say they have taken one or more actions as a result of reading an advertisement online, in our weekly newsletter, or our monthly digital magazine
- 92% of readers say they have clicked on an ad and visited that advertiser's website.
- 42% of readers say they referred a co-worker or decision-maker in their company to an advertisement they saw at FinishingAndCoating.com.
- 32% of readers say they purchase or recommend the purchase of products or services from an advertiser that appears on FinishingAndCoating.com

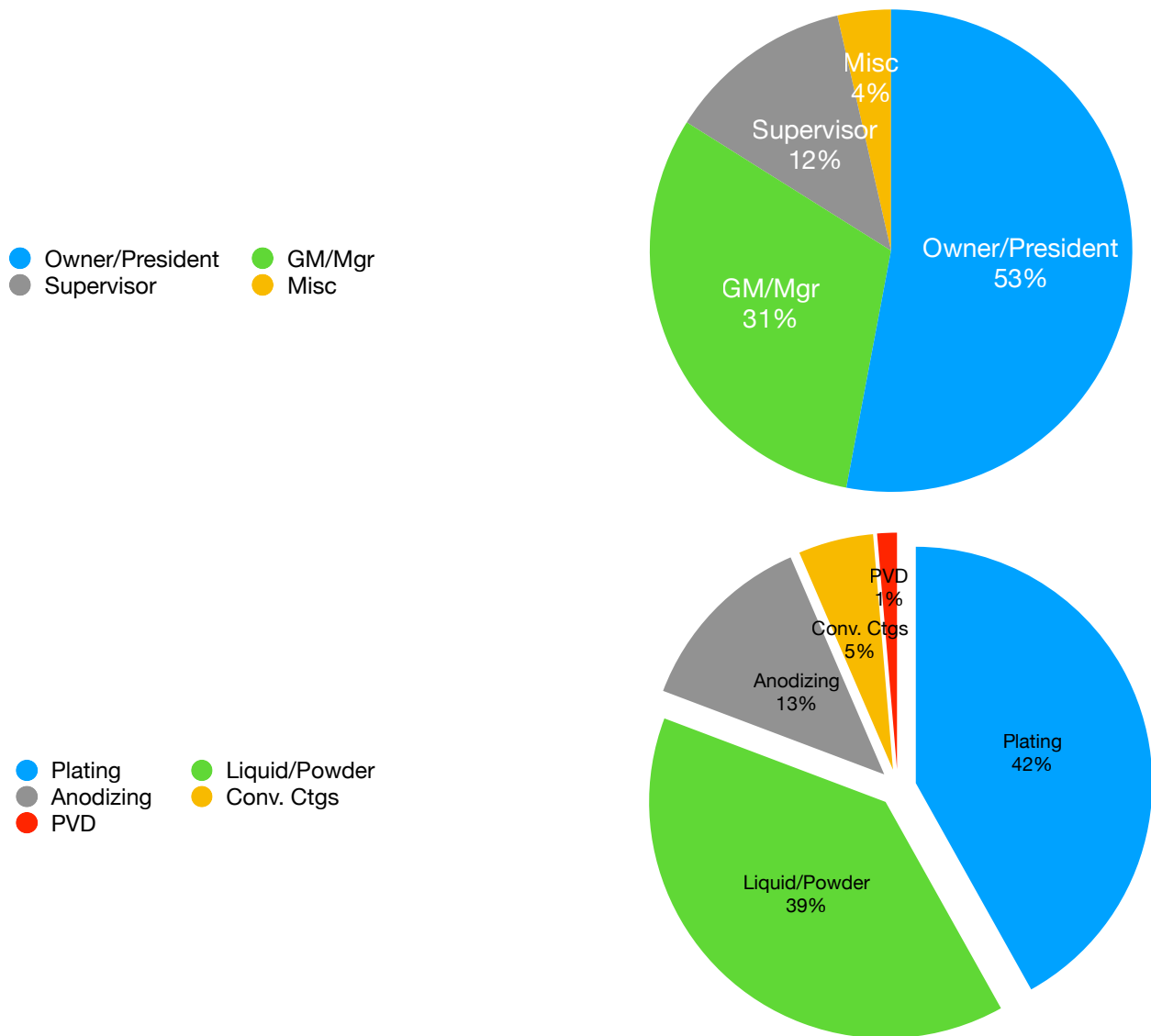
Build Trust ... and Build Leads with FinishingAndCoating.com

- 91% of readers are more likely to trust a company that advertises in FinishingAndCoating.com.
- 94% of readers say that the advertising they see on FinishingAndCoating.com educates them, and seeing ads is a significant reason why they visit the site and read the magazine.

Appearing in Each Issue of FinishingAndCoating.com

- **Finishing Insider:** Editor-in-Chief Tim Pennington provides his thoughts on the latest industry topic.
- **Industry News:** the latest information and news on happenings in the finishing and coating industry.
- **Movers and Shakers:** appointments, hires, and promotions keep you up-to-date on personnel moves.
- **New Technology:** new products and services from suppliers to the finishing and coating industry.
- **Podcasts:** Our "The Finish Line" podcast is available for readers to listen to as we speak with shop owners and industry experts about critical issues in the finishing and coating world.
- **TechTalk:** Here, suppliers to the finishing and coating industry discuss their products with our editor to gain a deep understanding of the latest technology available in the industry.
- **Shop Profiles:** We go inside shops across North America to visit the best electroplating, anodizing, liquid and powder coating, and finishing operations to see how they operate so efficiently.
- **Management:** Our columnists provide crucial information and advice to shop and facility owners and managers on maximizing the potential of their employees and effectively serving their customers.
- **Technical Updates:** We publish the latest and most up-to-date technical research and white papers that have a profound impact on our readers' ability to learn and understand how to optimize parts in various processes.

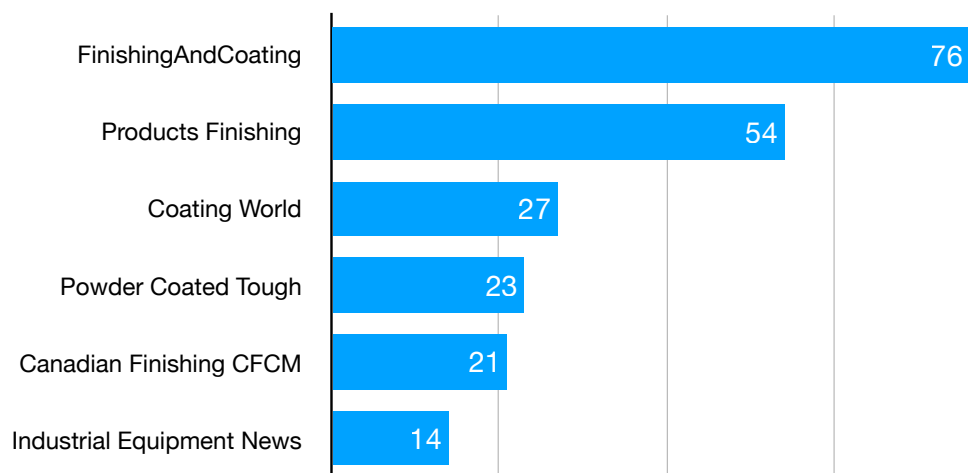
Reaching the Decision Makers in the Finishing and Coating Industry ... Every Day.



The No. 1 Publication Covering the Finishing and Coating Industry

FinishingAndCoating has worked extremley hard to provide Owners and Managers the content they need to improve their business operations, increase profit margins, and train their workforce more efficiently.

We update our site daily with critical content and technical information, thus providing these Owners and Managers with relevant content and engaging them in discussion and topics.



Survey of 978 finishing operations conducted Sept. 1-5, 2023